

JANUARY, 2026

**JENSEN**  
Sales & Marketing, Inc.



JENSEN SALES & MARKETING

# NEWSLETTER

## Company of The Month:

### North Star

- Residential Softeners
- Residential Filtration
- Specialty Systems
- Commercial Water Treatment
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**NORTH STAR**  
WATER TREATMENT SYSTEMS

### Partners in Performance

Jensen Sales & Marketing, Inc. partners with North Star to provide industry-leading water softening solutions backed by expert support and exceptional customer service. Together, we deliver reliable, high-quality water treatment systems designed for lasting performance and customer satisfaction.



**North Star**

### Water Treatment Excellence | Built for Quality

**North Star:** A trusted leader in water treatment, North Star specializes in dependable, high-performance water softening systems designed to deliver cleaner, softer water for homes and businesses. Engineered in the USA for efficiency, durability, and ease of use, North Star products help extend the life of appliances, improve water quality, and provide lasting peace of mind. North Star — your reliable solution for better water.



## Residential Softening: Long-Lasting. Reliable. Built to Perform.

### Why Contractors & Homeowners Love Them

- **Easy Installation** with compact, space-saving designs perfect for residential jobs
- **Quiet operation**, ideal for everyday home use
- **Smart electronic controls** for precise regeneration and simple programming
- **Durable resin tank and high-quality components** built for long service life
- **High-capacity performance** with models for both small and large households
- **Water-saving efficiency**, reducing salt and water consumption during regeneration
- **Built-in carbon filtration** on models **NSCWC** and **NSCWHC** for enhanced chlorine, taste, and odor reduction



### The Bottom Line

North Star's residential softeners are long-lasting, reliable, and built for professionals - backed by a strong warranty and trusted performance your customers can count on.

[Read More on our website](#)

## Residential Softeners

### AVAILABLE MODELS:

**NSC (SINGLE CABINET):** NSC22, NSC31, NSC42, NSCWC, NSCWHC  
**NST (TWO-TANK):** NST30ED, NST45ED1, NST70ED1

## Residential Filtration

## Residential Filtration: Safer Water. Reliable. Built to Perform

### Why Contractors & Homeowners Love Them

- **Advanced contaminant reduction** on multiple models - lead, cysts, sediment, chlorine odor, microplastics, **PFOS (via NSROP)**, and more
- **Easy filter replacement** with twist-and-pull design - no complete shutoff needed
- **Trusted, NSF-certified performance** on key systems
- **High-flow, whole-house options** that maintain water pressure throughout the home
- **Maintenance-free central model (NSWHCW)** with **built-in carbon filtration** and an auto-flush every 14 days
- **U.S.-based customer support**, backed by North Star's 100 years of water treatment experience



### The Bottom Line

North Star's residential filtration systems offer **professional-grade, long-lasting performance**. Built for contractors and plumbers, but designed to protect every point of use in a home, these filters reduce a broad spectrum of contaminants while keeping maintenance easy - and backed by North Star's reputation and support.

[Read More on our website](#)

## Specialty Filtration: Powerful Reduction. Proven. Built for Results

### Why Contractors & Homeowners Love Them

- **NSTAS35 Scale Defender** - Salt-free, no drain, no electricity
- **EPAWCF Anti-Scale Filter** - Reduces sediment and rust; easy maintenance
- **IOAPF10 In-Out Filter** - Customizable media; no backwash needed
- **NSAPFSSA Electronic Filter** - Programmable control with vacation mode
- **NSAIV10 Iron Filter** - Reduces up to 10 ppm of iron, chemical-free
- **NSCCTOSSA Chloramine Filter** - Catalytic carbon with automatic self-flush

### The Bottom Line

North Star's specialty systems deliver targeted, professional-grade contaminant control - from scale and iron to chloramine - backed by nearly a century of expertise and built with reliability in mind.

[Read More on our website](#)



### Specialty Systems



### Commercial Water Treatment

## Commercial Water Treatment: Powerful. Scalable. Built for Business

### Why Contractors & Homeowners Love Them

- **Heavy-duty performance** with single, duplex, triplex, or quadplex tank options
- **Exceptional flow rates** designed for high-volume commercial use
- **AI-controlled regeneration & backwash algorithms** for optimized salt, water, and energy efficiency
- **Intuitive electronic controls** for easy setup and monitoring
- **Optional BMS (MODBUS) connectivity** for building system integration
- **Durable, non-metallic valves & stainless-steel construction** for long-lasting reliability
- **NSF-certified filtration options** for widespread contaminant reduction across facilities

### The Bottom Line

North Star's commercial systems deliver reliable, efficient water treatment that protects equipment, lowers costs, and keeps your facility running smoothly.

[Read More on our website](#)



## Manufacturer Spotlight: EcoWater University

Free ASPE-Approved CEU Training  
Learn. Earn Credits. Grow Your Expertise.

### Why Take These Courses?

- ASPE-approved CEUs
- Expert-led, industry-driven content
- Self-paced, online & FREE

### Course Topics Include:

Water treatment basics, softeners, drinking water systems, filtration, water math, and commercial applications.



### Get Started

Scan the QR code to begin training on the Knowledge Anywhere platform.

**Custom training requests: [ewu@ecowater.com](mailto:ewu@ecowater.com)**

## ON-SITE TRAINING FOR YOUR COMPANY

### Why it Matters

Gain expert-led instruction, increase product knowledge, and ensure your team stays confident and informed!

Interested in hands-on product training for your team? We offer customized, in-person training sessions at your location!

**REQUEST TRAINING** →

**We'll review your request and reach out to schedule your session.**



### This Month's Smile

Why did the water softener refuse to argue with the hot water?

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It didn't want things to get salty!

### North Star 2-in-1 Softener + Whole Home Filtration Solution



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